

BIG NEWS
For Smaller Firms

The magazine of the solo and small firm section
of the California State Bar
Guidelines for Writers

Big News is focused on the solo and smaller firm practice experience in California. Firms larger than 35 attorneys do not qualify as smaller firms. Editorial content is geared to assist and inform solo and smaller firm practitioners in the sophisticated practice of law in their communities.

Submissions that do not conform to these guidelines will be returned. READ CAREFULLY.

Recurring Columns

Regularly appearing columns are limited to 1,000 words, including sidebars (sidebars are separately boxed squibs of information). All columns must be written in the 3d person voice ("counsel, the practitioner, attorneys"). Columns written in the first or second person voice will be returned ("I, you"). Material must be submitted in complete and final form, in Word, by e-mail as a cut and paste into the body of the e-mail. BIG NEWS does not open attachments. We learned this one the hard way.

Send to: **Editor@Imillerconsulting.com**

Pieces are due 30 days before the month of publication, so March-April issue submission deadline is February 1, for example. Late submissions interfere with production of the publication and create significant expense for the section, so please plan ahead and budget your time intelligently.

Columns must address issues of general interest to solo and smaller firm practitioners in California. Pieces must be sophisticated analyses of important developments. Simple summaries of law or other reference works are not acceptable. Authors are responsible for ensuring the accuracy of the content of their work.

All case and other citations must be complete and in California (not Blue Book) style. Filed cases must include date of filing, docket number and specific court. No footnotes or endnotes will be accepted. All references should appear in the body of the text.

All columns must include, at the top of the piece, the full names of the authors (only). At the end of the piece, include a biographical note in the following form: **"Edward C. Smith, a partner in Century City's Smith & Phelps, is an intellectual property litigator specializing in Internet copyright matters. He can be reached at (310) 555-7788 or ecsmith@S&P.com."**

Practitioner and Trend Pieces:

Practitioner pieces are limited to 1,000 words, including sidebars; trend pieces are limited to 1,000 words, including sidebars. All pieces must be written in the 3d person voice ("counsel, the practitioner, lawyers"). Pieces written in the first or second person voice ("I, you") will be returned. Pieces must address issues of general interest to solo and small firm practitioners. Pieces must be sophisticated analyses of important developments. Simple summaries of law or other reference works are not acceptable. Authors are responsible for ensuring the accuracy of the content of their work.

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No footnotes or endnotes will be accepted. All references should appear in the body of the text. All case and other citations must be complete and in California (not Blue Book) style. Filed cases must include date of filing, docket number and specific court.

Pieces are due 30 days before the month of publication, so January-February issue submission deadline is December 1, for example. Late submissions interfere with production of the publication and create significant expense for the section, so please plan ahead and budget your time intelligently.

All columns must include, at the top of the piece, the full name of the author, and at the end of the piece, a biographical note in the following form: **"Edward C. Smith, a partner in Century City's Smith & Phelps, is an intellectual property litigator specializing in Internet copyright matters. He can be reached at (310) 555-7788 or ecsmith@S&P.com."**

Opinion - Editorial Pieces:

Op-ed pieces are limited to 1,000 words. All editorials must be written in the 1st or 2nd person voice ("I, me, my, you"). Editorials written in the 3d person voice will be returned. Editorials must broadly address, in a persuasive manner, issues of general interest to solo and small firm practitioners. Pieces must include advocacy of a position relative to an important issue affecting law practice in California in some manner.

No footnotes or endnotes will be accepted. All references to laws, rules or cases should appear in the body of the text. All case, rule, law and other citations must be complete and in California (not Blue Book) style. Filed cases must include date of filing, docket number and specific court.

Pieces are due 30 days before the month of publication, so January-February submission deadline is December 1, for example. Late submissions interfere with production of the publication and create significant expense for the section, so please plan ahead and budget your time intelligently.

All editorials must include, at the top of the piece, the full name of the author, and at the end of the piece, a biographical note in the following form: **“Edward C. Smith, a partner in Century City’s Smith & Phelps, is an intellectual property litigator specializing in Internet copyright matters. He can be reached at (310) 555-7788 or ecsmith@S&P.com.”**

E-mail your Op-Ed submissions to **Doug Wolff**.

“The Seen,” “Highlights”, and other compilation columns:

All text submissions must include the full names of all persons mentioned in the text, and the city of practice, name of law firm and practice area specialty. The date of the event referenced must be included. Submissions should be as complete and descriptive as possible, but must also be brief. Submissions should be limited to 850 words.

All case citations must be in California (not Blue Book), citation style, and must be complete. Filed cases must include docket number and specific court.

Graphic submissions must be in jpeg form, received via e-mail. The e-mail heading must give the names of all pictured individuals and the artist originating the work. In the body of the e-mail, include, left to right, the full names of all individuals in the picture, and the artist or photographer originating the work. We do not accept copyright violations.

Send Hi-Lites submissions to **Doug Wolff**, and The Seen submissions to **Editor@lmillerconsulting.com**.

Deadlines:

All materials are due on the first day of the month 30 days before the month of publication. For example, materials to be published in the February-March issue are due no later than January 1. No exceptions for holidays, weekends, Acts of God, physical infirmity or other excuses. If you are dead or dismembered, please call and e-mail immediately so we can replace you.

What We Don’t Publish

BIG NEWS does not publish articles by practitioner about themselves, their cases, their practices, their firms, or their businesses. BIG NEWS does not publish summaries of the law or other summary documents.

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Problems or questions? Call Lisa Miller (818) 761-5910 or e-mail **Editor@lmillerconsulting.com**.